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Roots to open two U.S. retail locations totaling 9,000 s/f

April 27, 2018 - Retail

Roots at MarketStreet Lynnfield - Lynnfield, MA

Boston, MA Roots (Roots Canada or the Company), an iconic lifestyle brand with a Canadian heritage, is opening two U.S. retail locations in June.

“These two new Roots locations mark an important step in executing against our current U.S. expansion plan where we are targeting 10 to 14 new retail locations by the end of 2019,” said Jim Gabel, president and chief executive officer of Roots. “Our inclusive lifestyle brand, with legendary feeling apparel, leather goods, footwear and accessories, is an excellent fit for the U.S., particularly in New England, and the mid-Atlantic and Midwest regions. We are confident the authenticity associated with our effortless style and connection to the spirit of the open air will resonate with and inspire American consumers. Through the combination of our e-commerce platform, which ships to all 50 states, and our U.S. expansion plans, we will be increasingly able to provide more consumers across North America with a Roots omni-channel shopping experience.”

The first of the new Roots U.S. locations will be a 4,000 s/f enhanced experience store. This location will be in the Natick Mall, which is home to more than 250 stores and considered a destination of choice for shopping, entertainment and dining, in the Greater Boston area.

The second retail location will be a 5,000 s/f store at MarketStreet Lynnfield in Lynnfield, Mass., which is an open-air shopping destination spanning nearly 300,000 s/f and home to many flagship retail brands.

All design, construction and leasing is managed by Roots head office, with market specific partners. Hirsch Construction Corp. is the construction partner.

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